

EXHIBIT T

1
2 UNITED STATES DISTRICT COURT
3 EASTERN DISTRICT OF VIRGINIA
4 ALEXANDRIA DIVISION
5 -----

6 UNITED STATES, et al.,

7 Plaintiffs,

8 -against-

9 GOOGLE LLC,

10 Defendant.
11

12 No: 1:23-cv-00108-LMB-JFA
13 -----

14 September 26, 2023

15 9:03 a.m.
16

17 DEPOSITION of ANDREW CASALE,
18 taken by Defendant, pursuant to Notice,
19 held at the offices of FENWICK & WEST LLP,
20 902 Broadway, New York, New York before
21 Wayne Hock, a Notary Public of the State
22 of New York.
23
24

25 Job No. CS6109029

1 A. Casale

2 know what happens inside of the ad
3 server, we don't know what happens
4 inside of the auction. We simply know
5 if we win or lose.

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11 Q. To your knowledge, does Google's
12 AdX product have the same type of
13 integration with Google's DSP product that
14 you have with Google's DSP product?

15 MS. VISSICHELLI: Objection.
16 Form.

17 THE WITNESS: We have no way to
18 know, but we don't believe so.

19 Q. And why do you not believe the
20 integration is the same between AdX and
21 DV360 versus Index and DV360?

22 A. The two examples that I would
23 cite would be we hear from publishers that
24 they see far more demand from GDN through
25 AdX than through Index. We don't know

1 A. Casale

2 why. We have no way to know why. And
3 that's been the case since we first
4 integrated GDN, so there was never a
5 change where it's a change, it's just
6 always been the case.

7 And on the DV3, we don't use DSP
8 so we are not a customer to a DSP, but
9 what we hear is there's something that I
10 believe is referred to as Google audiences
11 or something like Google audiences that
12 are not always available through DV3 to be
13 bought anywhere but AdX. So as a result,
14 if customers use these audience products,
15 the money will move largely to AdX.

16 There may be other examples I'm
17 not aware of, but those would be the two
18 that come to mind.

19 Q. Do you believe that AdX is the
20 largest ad exchange in the market for open
21 web display simply because AdX offers a
22 better product?

23 MS. VISSICHELLI: Objection.

24 Form.

25 THE WITNESS: No.